

combining the purchase data with similar purchase data from a second consumer's order [plurality of other first parties];

anonymizing [all of] the purchase data from the first and second consumers' orders into anonymous data; and

transmitting the anonymous data to the at least one merchant [second party].

23. (Amended) The method of claim 22 wherein the anonymizing is performed with respect to the first and second consumers' [a plurality of first parties'] credit card numbers.

24. (Amended) The method of claim 22 wherein the anonymizing is performed with respect to the first and second consumers' [a plurality of first parties'] identification data.

25. (Amended) A method of purchasing a good or service via [goods and services across] the Internet from a merchant [plurality of merchants at one time] comprising:

providing a plurality of customers [customer] with [an alias] a plurality of aliases;

providing each of the plurality of customers [the customer] with an electronic shopping cart so as to provide a plurality of electronic shopping carts;

receiving at least one order for the good or service [one or more orders] into each of at least two of the plurality of electronic shopping [cart] carts from at least two of the plurality of [customer] customers;

receiving the ordered goods or [and] services from the merchant [plurality of merchants]; and